



Australian Government
Australian Sports Commission



Campaign Guide

ASC National Volunteer Week 2023 Toolkit

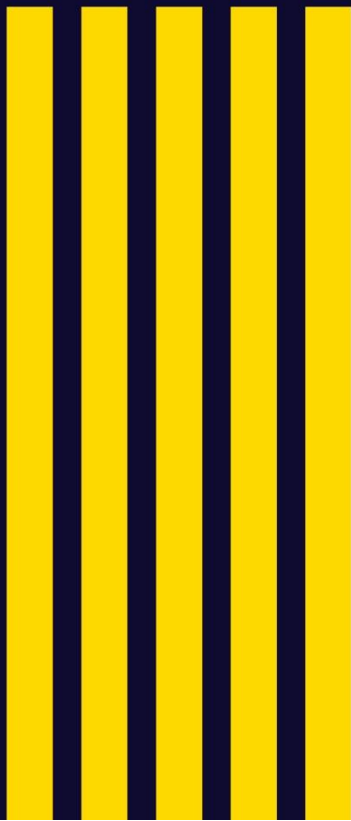


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MARKETING OVERVIEW

The Australian Sports Commission (ASC) has developed a promotional campaign to celebrate sport volunteers as part of National Volunteer Week (NVW) 2023.

Centred around the messaging of **3 Cheers for Volunteers**, the campaign is designed to highlight and thank the almost 3 million sport volunteers for their efforts. The content will drive awareness of the benefits of volunteering in sport and promote the wide variety of volunteering roles available in sport, as well as encouraging people to **Get Involved** in their local club.

PROMOTIONAL ACTIVITIES

The ASC have some exciting promotional activities planned, including a national marketing campaign, viral social initiatives, and lots of content we will be sharing across our own newsletter and social media channels.

- Paid social media campaign – content that will be placed across meta, programmatic, and digital display.
- Owned ASC Channels – content that will go out via the ASC's social media channels and website.
- Stakeholder engagement - content specifically designed for our sport sector partners and additional stakeholders to interact and engage with our campaign, including:
 - Social media content – graphics and copy.
 - Digital Communication Collateral – text and creative tiles for EDMs, newsletter copy and websites etc.
 - **Note:** we have made this customisable and encourage partners to input their own logo and images.

KEY DATES

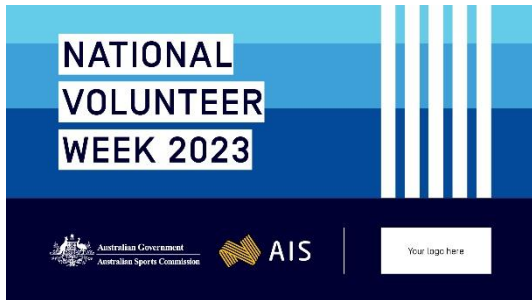
- ASC Campaign Launch date: 12 May 2023
- National Volunteering Week: 15 – 21 May 2023
- Campaign Close: 5 June 2023



ASC PROMOTIONAL ASSETS

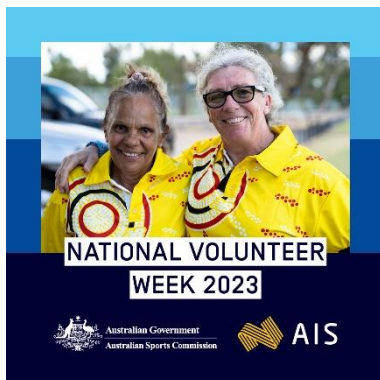
The ASC have produced a suite of creative assets for you to use in promoting NVW and the ASC **3 Cheers for Volunteers** campaign. These are available on our website [here](https://www.sportaus.gov.au/volunteering/nvw) via <https://www.sportaus.gov.au/volunteering/nvw>.

SOCIAL TILES



A range of generic social tiles, including ones with space for individual organisation logos.

A range of tiles with space to insert an image of your choice and your logo.



A range of social tiles with a selection of images highlighting real volunteers from across Australia, including ones with space for individual organisation logos.

A range of social tiles with a selection of images of real Australians giving 3 Cheers for Volunteers, including ones with space for individual organisation logos.



EDM HEADERS



A range of generic email banners, including ones with space for individual organisation logos.

A range of email banners with space to insert an image of your choice and your logo.



A range of email banners with a selection of images highlighting real volunteers from across Australia, including ones with space for individual organisation logos.

A range of email banners with a selection of images of real Australians giving 3 Cheers for Volunteers, including ones with space for individual organisation logos.



SOCIAL MEDIA CONTENT

The below social media content are examples of posts that could be scheduled by your social media account manager over the NVW period.

Please don't forget to tag the ASC in your posts so we can engage and amplify your messages too.



INCREASING REACH

Sharing a post is a fantastic tactic your organisation could employ to help increase the number of people who will see the ASC NVW posts, outside of your existing page followers, and help get the word out about the campaign.

1. Share Post
 - a. To Local Facebook Community Groups - join local parent groups or community noticeboards and post this information to share with local families.
 - b. To your own account - you (and your other organisation members) could like and share these posts to your own Facebook account, or to another Page or Group you are part of.

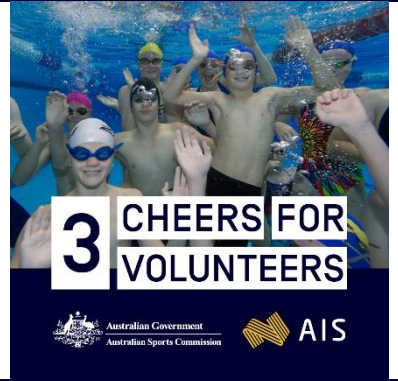
Copy	Suggested Schedule	Potential Image
<p>Next week is National Volunteer Week 2023! Together with the @AustralianSportsCommission we want to celebrate, thank, and recognise the significant contribution the almost 3 million sport volunteers make across Australia by saying #3CheersForVolunteers!</p> <p>Click the link to be inspired and get involved today: www.ausport.gov.au/volunteer-stories</p> <p>#NVW2023 #SVCactionplan #SportVol</p>	W/C 8 May	
<p>This week is National Volunteer Week 2023 and together with the @AustralianSportsCommission we are celebrating the vital contribution of the almost 3 million volunteers make to our sport by saying #3CheersForVolunteers.</p> <p>Be inspired and Get Involved today: www.ausport.gov.au/volunteer-stories</p> <p>#NVW2023 #SVCactionplan #SportVol</p>	W/C 15 May	



To celebrate #NVW2023 we want to shout out to the coaches, umpires, score keepers, BBQ chefs, and everyone else who lends a hand to volunteer in sport. #3CheersForVolunteers

18-21 May

Be inspired and get involved today:
www.ausport.gov.au/volunteer-stories
 #NVW2023 #SVCactionplan #SportVol



DIGITAL COMMUNICATION COLLATERAL

To promote the NVW campaign, it would be fantastic if your organisation could feature content (copy and imagery) within a section of your regular digital communication (newsletter, website etc.) or as a standalone email to your database. The following example can be edited to suit your organisation.

Copy	Suggested Schedule	Potential email banner
<p>National Volunteer Week (NVW) is Australia’s largest annual celebration of volunteers. From Monday 15 to Sunday 21 May 2023, we will celebrate, thank, and recognise the significant contribution the almost 3 million sport volunteers make across Australia by saying 3 Cheers for Volunteers.</p> <p>The theme for NVW 2023 is The Change Makers, representing a celebration of our power to drive change and ensure volunteering is inclusive of all members of the Australian community.</p> <p>Our partners at the Australian Sports Commission will be showcasing the incredible people who volunteer in sport and the vital roles they play in delivering sport programs across Australia.</p> <p>Together, we are asking all Australians (through the promotional tagline) to give: “3 cheers for volunteers!”</p> <p>Thank You</p> <ul style="list-style-type: none"> • For Getting Involved • For Everything You Do • For Making a Difference. <p>We encourage you all to engage with these stories, share them with your communities, and show support to the volunteers you know. Visit the ASC website to find out more: www.ausport.gov.au/volunteer-stories</p> <p>#NVW2023 #SVCactionplan #SportVol</p>	<p>W/C 15 May</p>	



Last week was National Volunteers Week 2023, Australia's largest annual celebration of volunteers.

W/C 22
May

It was a great opportunity to thank and celebrate the volunteers who make a difference in our sport.

Our partners at the Australian Sports Commission published stories all week, saying 3 Cheers for Volunteers to highlight the almost 3 million sport volunteers from across Australia who give back to sport.

We encourage you all to visit the ASC website to find out more, be inspired, and get involved today:
www.ausport.gov.au/volunteer-stories



VOLUNTEERING AUSTRALIA PROMOTIONAL ASSETS

Volunteering Australia have produced a suite of creative assets for you to use in promoting NVW. You can access the [Official NVW resources here](#).

CONTACTS

If you need any additional support for your NVW promotional activity, please contact the ASC Marketing team at marketing@ausport.gov.au.

